

Blue Zones Project Monterey County

Salinas City Council

July 2, 2019



Brought to Monterey County by:



What is Blue Zones Project?

The Blue Zones Project is a geographically based, community-by-community comprehensive approach to well-being that drives measurable improvement in key metrics.



Where it All Began

Blue Zones® Longevity Hot Spots

LOMA LINDA, CA

SARDINIA

IKARIA

OKINAWA

NICOYA PENINSULA,
COSTA RICA



Participating Communities

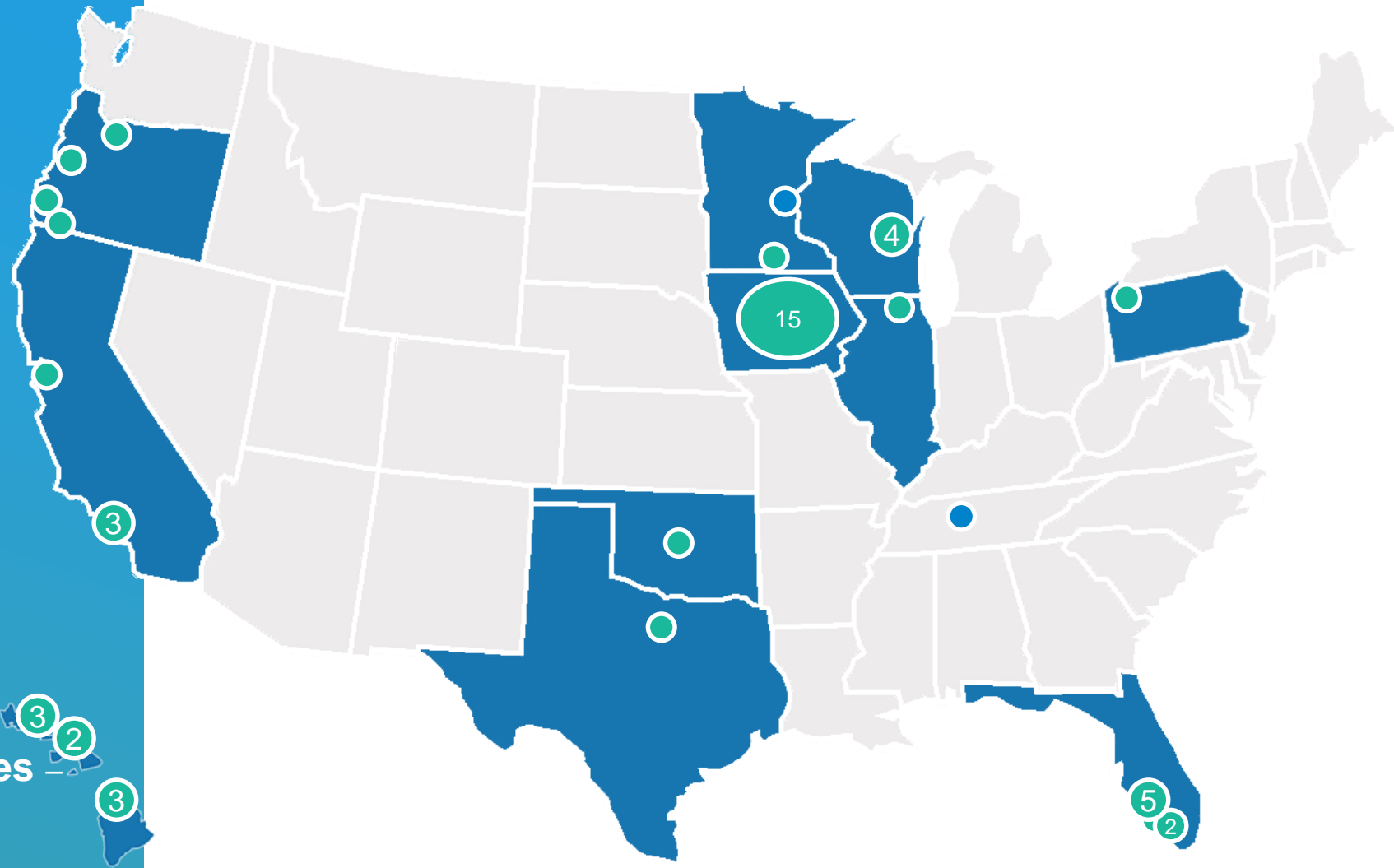
3+ Million lives impacted

In **48 communities**

Across **11 states**

10 Certified Blue Zones Worksites —
in communities

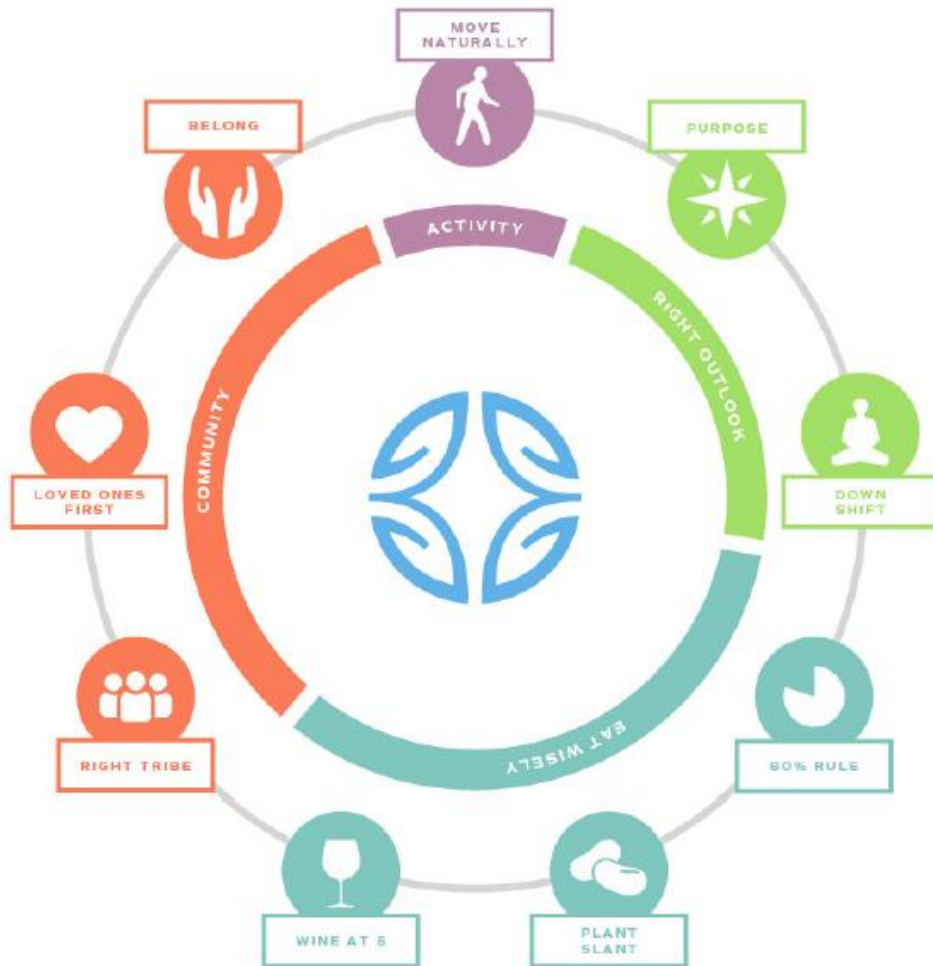
**182 Blue Zones Approved™
worksites** —
in communities



● BZP Community

● Corporate Offices

Shared Traits of the Longest-Lived People



MOVE NATURALLY

1. Make daily physical activity an unavoidable part of your environment

RIGHT OUTLOOK

2. Know your purpose
3. Downshift: work less, slow down, take vacations

EAT WISELY

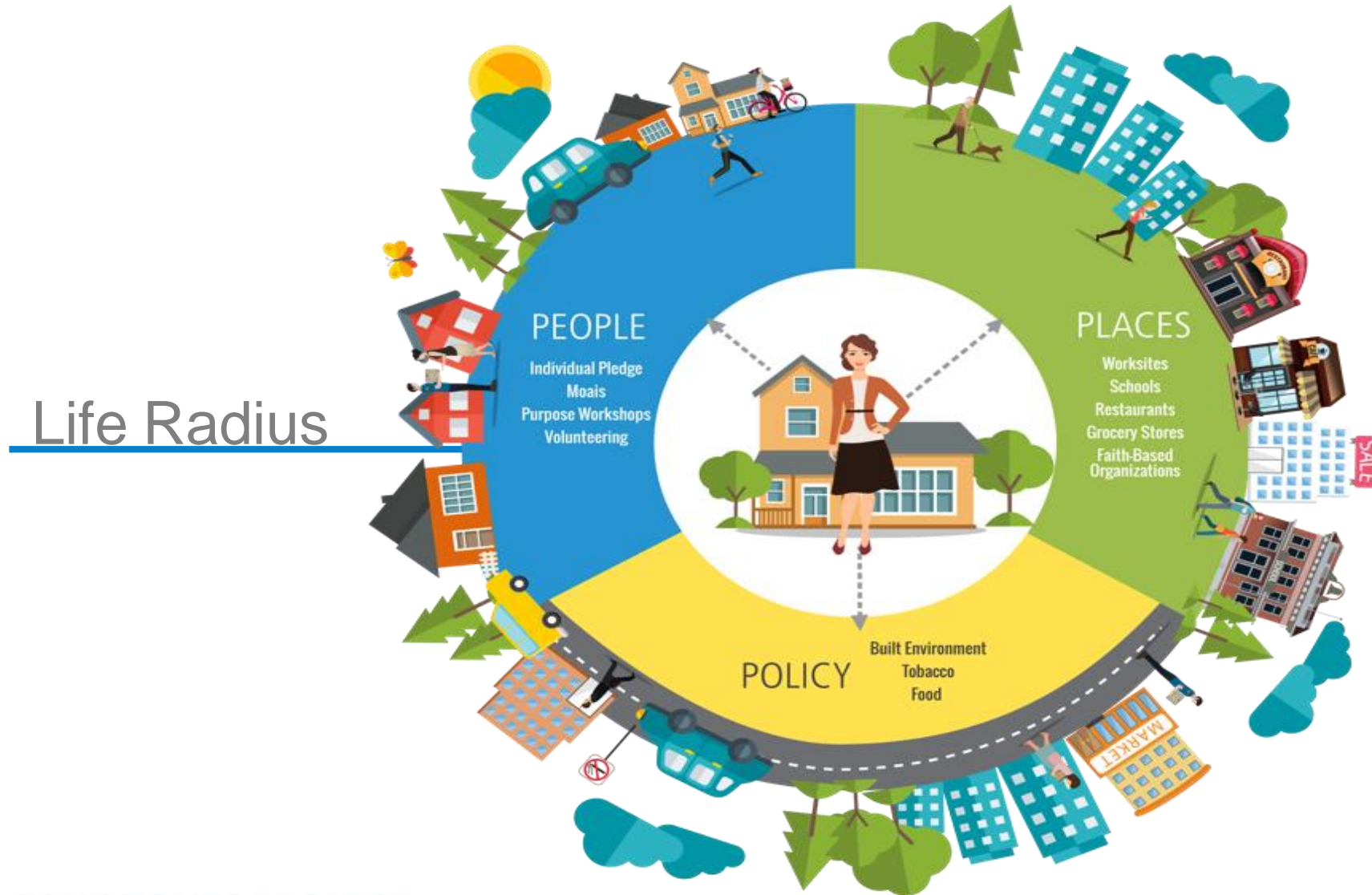
4. Eat until 80% full
5. More veggies, less meat & processed food
6. Drink a glass of red wine each day

BELONG

7. Create a healthy social network
8. Connect/reconnect with religion
9. Prioritize family

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Blue Zones Project Focus - Life Radius™



People

Places

Policy

Blue Zones Project Monterey County

Phase I

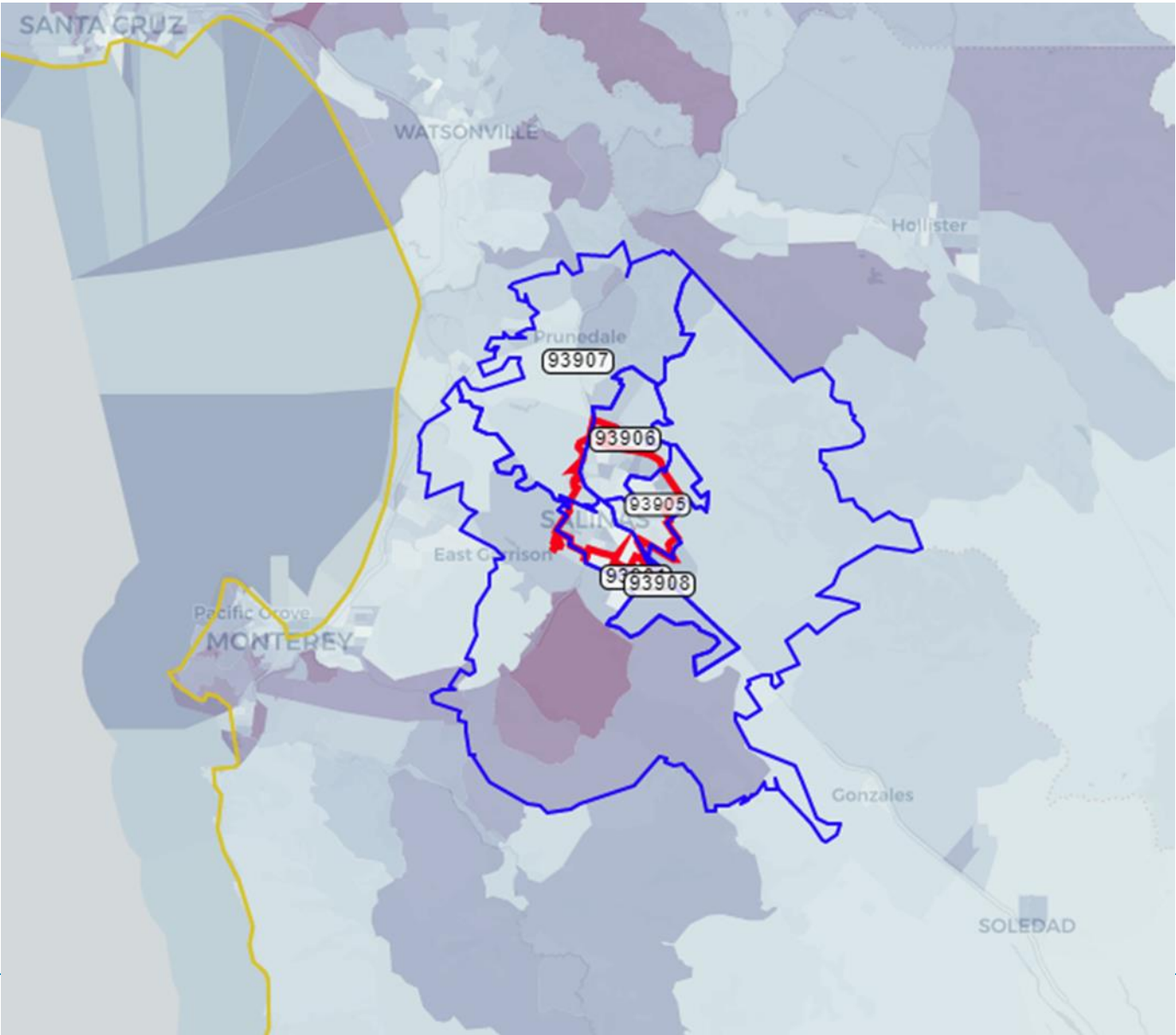
Blue Zones Project Phase I – Salinas

Zip Codes

93901, 93905, 93906, Partial 93907

Total Population		155,900
Under 18	29.2%	48,173
18-64	61.2%	95,099
Over 64	9.6%	12,628
Adult Population	70.8%	107,727

Salinas Proper Adult Population
107,727



The Blue Zones Project Transformation Model

Discovery & Planning

- Understand unique strengths and challenges
- Strategic Partnerships
- Focus Groups
- WBI Measurement
- Staff hired & trained
- Committees formed
- Create a Blueprint

Transformation

- Implement Blueprint
- Engage people and places
- Impact policy to drive environmental change
- KPIs reported on annual basis
- Ongoing staff training
- Annual Blueprint update

Certification & Sustainability

- Community certification review
- Certification celebration
- Create and implement sustainable blueprint
- Continue impacting well-being in the community
- Measurement of outcomes using WBI
- Access to experts, tools, and resources
- Annual progress evaluations & Blueprint update

Blue Zones Project Monterey County: Blueprint

- People
 - Engagement
- Places
 - School-sites
 - Worksites
 - Grocery
 - Restaurant
 - Faith based/Civic Organizations
- Policy
 - Built Environment
 - Food Environment
 - Tobacco Policy
- Innovation Collaboration





Join us for this free, community-wide celebration event to kick-off Blue Zones Project.



COMMUNITY CHAMPIONS
are excited about the future
of Monterey County and
Blue Zones Project.

HEAR WHY:  @bzpmontereyco



Saturday, June 29
1:00 – 4:30 pm

Sherwood Hall
940 North Main St
Salinas, CA

Enjoy free activities including healthy snacks,
kid's bike rodeo, live demonstrations,
giveaways and more!

RSVP: go.bluezonesproject.com/mckickoff



Brought to
Monterey
County by:



A scenic landscape of rolling hills and vineyards at sunset. The foreground is filled with rows of green grapevines. The middle ground shows rolling green hills with some brown patches, possibly from harvested crops. The background features more distant hills under a bright orange and yellow sky. The text "Discussion/Q&A" is overlaid in the center in white.

Discussion/Q&A